Not what we say, but what you know, counts.

The new Tailor-made Suits. Separate Skirts and Pretty Cotton Waists of merit to talk about you never see it advertised in the leading magazines. and a hearty "thank you, come again."

Spring Suits bloom earlier than they used to-which is just another way 'of saying that women's good judgment is asserting itself. Left until Easter for introduction, the wearing time is cut too short. Now, one gets full serviceableness-and a pleasant change from the long-worn winter suit.

And, naturally, we have in mind these

black cheviot suits—silk lined throughout—at \$15.

They are really excellent replicas of a high-toned suit that sells in New York for \$40-better by far than the "\$25 suits at \$18" offered here in Norfolk.

Fly-front jackets. Box-pleat skirts. Both jacket and skirt are lined with good quality all-silk black taffeta.

Of course, we have other very remarkable values-some costing as much as twenty and twenty-five dollars; others for as little as five or seven. We tell of some of the lowest and medium priced ones below:-

SUITS AT \$5:—dark gray, navy and artillery blue. Fly-front jackets lined with silk finished Italian cloth Skirts have the frew box-pleat back — percaline lined nad velveteen bound.

bound.

SUITS AT \$7:—made of dark gray and brown ladies' cloth—fly front Jackets lined with Mercerized satin romain. The skirts have the new box-pleat back—percaline lined and velveteen bound. All seams are tailor stitched.

SUITS AT \$8:—made of light tan and navy Venetian cloth and cadet and light tan covert cloth—fly front jackets lined with Mercerized Italian cloth, The skirts have the new box-pleat back—percaline lined and velveteen bound. All seams are tailor stitched.

SUITS AT \$10:-made of light gray, dark gray, tan and brown cheviot, Fly-front and double-breasted jack-

cts lined with twilled silk. The skirts have tailor stitched boxpleat back-percaline lined and velevetcen bound. All seams are overlapping.

SUITS AT \$10:—made of cadet blue, dark gray and light tan Venetian cloth. Fly-front jackets lined with twilled silk. The skirts have the new box-pleat back-percalin lined and velvetcen bound. All seams are overlapping.

SUITS AT \$12:—made of new blue and easter Venetian cloth. Fly-front, slik lined jackets with inlaid velvet collars. The skirts have the swell double box-pleat back—percaline lined and velveteen bound. All seams are overlapping.

SUITS AT \$12:-Very handsome Black Cheviot Suits Fly-font jackets, lined with twilled slik, and have silk faced lapels. The skirts have the double box-pleat back-

percaline lined and velveteen bound. All seams are beautifully tailored.

SHOPPING SUITS AT \$13:—made of plaid black golf suiting—light gray, dark gray navy and brown. Dip Jackets. The skirts are walking lengths, fnished with five rows of stitchings around the bottom.

The same style suits made of better material at \$15. MISSES' SUITS AT \$10;— made of gray cheviot for misses from 14, 16 to 18 years. Fly-front, silk lined jackets. The skirts have the new double box-pleat back—lined with percaline and bound with velveteen,

percaline and bound with veiveteen.

SEPARATE SKIRTS AT \$6:-made
of light and darkk gray chevlotdouble box-pleat back-stylish scalloped front finished with seven
rows of stitchings-percaline lined,
veiveteen bound. Extra long.

To-morrow we will place on sale forty-three odd skirts.

Some one has made us a present—has sent us forty-three very excellent skirts—evidently skirts that belong to suits. Just what has become of the jackets we don't know. Maybe some other merchants have fallen heir to them. We've got no bill for the skirts. We have had them about three weeks, awaiting word from the sender. We won't hold them any longer. We will share our good fortune with you by putting them on sale to-morrow

at about cost of the bare materials!

SKIRTS AT \$4:—made of all-wool black cheviot serge—box-pleat back —percaline lined and velveteen bound,

SKIRTS AT \$5:-made of very stylish gray, brown and navy homespun-cheviot and covert cloth-box-picat

back-percaline lined and velvetee

SKIRTS AT \$5:-made of sturdy a serviceable brown and green shark-skin cloth-box-plent back-perca-

The new black, white and colored Shirt Waists.

Placing orders far in advance of the season—just as soon as the new styles are established—gives us a prestige that shows to advantage when the waists are wanted by you.

The pick of the waists from leading makers, coupled with our undeniably

Shirt Waist buying at Watt's a two-fold pleasure.

Percale and Madras Shirt Walsts— stripes and checks—3 bias tucks across the front—pointed yoke— round corner collar—60c. each, Stripe, check and plain madras shirt waists—full front—pointed yoke— pleat back—square corner collar— 63c.

G9c.
Black, navy and red Percale Waists,
with large and small white polka
dots-double cluster of tucks acress
the front-pointed yoke-pleat back
-round corner collar-Se.
Percale Waists-white grounds with
black red blue wards and with

White Lawn Waists-full front-point-ed yokes-full back-round corner collar-50c.

white Lawn Walsts-3 blas tucks across the front-pointed yoke-pleat back-round corner collar-50c.

White Lawn Waists—full front, with wide insertion on the bias—pointed yoke—pleat back—round corner collar—69c.

White Lawn Waists—3 bias rows of insertion in the front—pointed yoke—pleat pack—round corner collar—59c.

Handsoma White Lawn Waists—four large white pearl buttons down the front—ine on each cuff. Two rows of 7-cluster tucks up and down the front and back. No yoke. Amother style lias two Vandyke rows of wide insertion across the bust—cither style, \$1.

White Lawn Waists—with 6 clusters

cither style, \$1.

While Lawn Waists—with 6 clusters of tucks and five rows of black lace up and down the front—plain back—high standing French collar—\$1.25.

White Lawn Waists—front of cluster tucks and rich insertion—pointed yoke—plent collar—\$1.25.

White Lawn Waists—centire front of fine tucks and insertion—round

yoke-plain back-high standing From:h collar-\$1.50. Very handsome white P. K. Waists-entire front and yoke covered with slike representation of the standard flear de lis in rd. Iight blue, heliotrope and black high standing French collar-\$3.50.

Mourning Waists-black with white stripes, dots and figures-full from -pointed yoke-pleat back-round corner black collar-6%;

Black Lawn Walsts—cluster of eighteen blas tucks across the frantpointed yoke—pleat back—round
corner collar—\$1.

Black Persian Lawn Walsts—four
large black buttons down the front—tucks up and down the front
Fourier up and down the back
Another style bas two—Vandyke,
rows of cluster cords across the
bast and across the back. Either
style, \$1.

Kid Gloves-75c. a pair. We count ourselves fortunate in

getting such worthy gloves to sell at 75c. a pair.

Modes, pearls, tans, grays, whites

and blacks. Black and self-colored embroidery. Two clasp. Full line of sizes.

Women's heavy dressed kid walking gloves-browns, tans and redsmade by Louis Myers, New York.

P. K. seams. One large pearl button. Full of style. \$1.50 a pair.

Full line of the famous "Chaumont" guaranteed Kid Gloves—all colors—\$1 a pair.

Mode Mocha Gloves—2-clasp—\$1 a pair.
Foster Lacing Gloves—black only—\$1 a pair.

Knives and Forks silver plated-10c. each.

More of the excellent coin silver, triple plated knives and forks arrived Friday-just in time for mention in to-day's news.

These knives and forks are worthy tableware-sightly and serviceable. Twenty-five cents wouldn't be high for them, but we price them. 10c. each-knife or fork:-

60c. for six. \$1.20 for twelve.

Net Ties--25, 371/4, 50, 75c. and \$1. Lace Ties-50, 75c. and \$1. White Mull Ties-10, 17 and 25c. Fichus-nade of very fine net-\$1, \$1.75 and \$2.

Women's Neckwear.

School Stockings at 121/2c

The "Arbion"-the best that we've ever sold.

Another shipment arrived last Thursday.

We sell hundreds of dozens of the 'Albion" -chiefly because they are a good 17c, worth, and we price

121/2c. a pair.

They are absolutely fast black fine and heavy rib; double knees; spliced heels and toes; double soles.

Wemen's Full Seamless Black Stock-ings, at 5c, a pair.

The famous "Esty" brand full fash-ioned absolutely fast black Stock-ings for women-12½c, a pair.

Women's Fast Black Lace Stripe Stockings—French lisic—12½c, a

Women's Pull Fushioned Fast Black Lace Stripe Stockings-line liste thread-silk finish-25c.

What the magazines advertise we sell.

Advertising is expensive.

A whole page ad. in a certain popular monthly magazine costs \$4,000 an issue—a single insertion.

So you see it would be folly to advertise an article without merit.

Here is a list of articles that you see advertised in the magazines at, in most instances, a great deal less than the makers ask for them:--

Telegram Binding-9c, a yard, Hay's Water-proof Binding-10c,

Velvet Grip Hose Supporters-chil-dren's, 15c.; misses', 15c.; women's, "20c"
"Hoskon" Hose Supporters—frilled
elastic—quite new-50c.
Beiding's Spool Silks and Embroidery
Silks.

elastic—quite new—50c,

Belding's Spool Silks and Embroidery
Silks,

Brainerd & Armstrong's Embroidery
Silks,

Clark's "O. N. T." Spool Cotton, Lustre Cotton and Crochet Cotton,

Jus, Smith's: R. J. Roberts' "Parabola;" H. Milward & Sons' Necdics,

Clinton Safety Pins—5, 6 and Sc.

Duplex Safety Pins—5, 6 and Sc.

Purltan Dress Pins—8c.

Eagle Dress Pins—8c.

Celluloid Corset Steel Protectors—25c.

Century Corset Shields—25c.

Century Corset Shields—25c.

Kleinert's Dress Shields—25, 30 and 33c.

Omo Dress Shields—25, 30 and 33c.

Omo Dress Shields—25, 30 and 36c.

Omnoff Dress Shields—25, and 29c.

"H. & I." Linen Collars, for women, 10 and 12½c. Cuffs, for women, 19c.

"E. & L." Linen Collars, for men, 25c.

Meyers' Kid Gloves, for men and women, 31 \$1.52 and \$1.50.

Fownes' Kid Gloves, for women, 51 and \$1.50.

Kayser Patent Finger Tipped Fabric Gloves, for women, 52 and 55c.

Midnight Fast Black Linings.

Neva Linings—look like silk.

Priestley's Famous Mourning Goods, Cravenette—a rain-proof fabric.

Lansdowne—made by Wm. F. Read—

\$1.25 a yard.

Hernsdorf Black Stockings and Sox.

Men's Newport Garters—17c.

President Suspenders—50c.

Sterling Suspenders—50c.

Museum Plated Underwear.
Eagle Negligee Shirts—\$1 and \$1.50.
Eight Negligee Shirts—\$1 and \$1.50.
Eight Suspenders—\$5.
Eight Suspenders—\$6.
Guyot's Suspenders—\$6.
Frank's Wizard Cuff Holders—10c.
American Beauty Umbrellas—\$2.50 up to \$5.
Butterlek Paper Patterns—the best made.

American Lady Corsets-the corsets we recommend so highly-\$1 and \$1.50.

R & G. Corsets—76c., \$1 and \$1.50. W. B. Corsets—\$1 and \$1.50. Warner's "Rust-Proof" Corsets—\$1 and \$1.25. 71.25.
Thomson's Giove Fitting Corsets—\$1.
C. B.—a la Spirite—Corsets—75..., \$1 and \$1.25. C. H.—a la Spirite—Corsets—75.c., \$1 and \$1.25.

McGraw's Abdominal Corsets—\$1.25 and \$1.50.

Flexibone Moulded—31 and \$1.50.

Flexibone Moulded—31 and \$1.50.

For the regular \$2.25 and \$3 grades.

P. D. Corsets—\$1.75. \$2.50 and \$3.50.

J. B. Corsets—\$1.75. \$2.50 and \$3.50.

J. B. Corsets—\$1.75. \$2.50 and \$1.75.

Ferris' Waists—50c., 75c. and \$1.

Nazareth Knit Waists—for boys and girls—15 and 25c.

FACE POWDERS, TOOTH POWDERS, TOOTH POWDERS, TOILET SOAPS, PERFUMERY AND TOILET PREPARATIONS OF ALL SORTS—at the lowest 'cut-rate' prices.

The April "Delineator." Now on our counters-15c. It's rich with Easter fashions.

(illustrated.)
The Dressmaker-(illustrated)-A, L. Gorman,
Styles for Misses and Girls-(illustrations and descriptions.)
Styles for Edite Folks-(illustrations and descriptions.)
Styles for Boys-(illustrations and descriptions.)
Some Oriental House Garments-(illustrations and descriptions.)
Greek and Roman Costumes for Fancy Dress-(illustrations and descriptions.)
Seasonable Dress Fabrics,
Garnitures and Accessories-(illustrated.)
Children and Their Ills. No. 4. The Fevers of Childhood-Grace Peckham Murray, M. D.
Modern Lace-Making,
Knitting,
The Spring Millinery-(illustrated in colors.)
Drawn-Work,

Drawn-Work, Love Leyalty-(poem)-Edmund Vance Cooke.
The Patriotic Work of Southern Women-(Illustrated with portraits)—
Waldon Fawcett.
Social Observances — Mrs. Frank
Learned.
Fonte-(story)—Mrs. Schuyler Crownmethich-(illustrated by Henry Ihle(edd.)

helled-emistrated by Fenry Mac-(edd.)

The Young Girl and the Young Man-Carnella Adwood Pratt.

An Easter Love Song-(peem)-Ella Higginson.

College News-Carolyn Halsted,
Ecclestastical Embrodery - Emma
Haywood-(illustrated in colors.)

Crecheling.

Haywood—(illustrated in colors.)
Crecheting.
A Flimsy Separation—(story)—Kathryn Jarboe.
The Newest Books—Laura B, Starr,
Domostic Subjects—The Home Practical, Margaret Hall; Some Ways of
Cooking Rice, A, S. M.; Illustrated
Cookery, Anna Moore,
Frantial Gardening—Ward MacLeod,
Club Women and Club Life—Helen M,
Winslow,
Girls' Interests and Occupations—Priscilla Wakefield.

"Metropolitan Fashions" - late

Spring issue—15c.
"Glass of Fashion"--7c. Fashion Sheets-free.

Sofa Cushions-39c.

18x18 inches. Covered with large figured sateen -deep ruffles. Filled with white cotton.

5-ft, Black Curtain Poles-with polish-ed brass ends, brackets and rings complete-19c. Opaque Window Shades-3x6 feet-25c. Best Lonsdale Holland Window Shades-3x7 feet-75cc

Just a word between us—

"To the victors belong the spoils." We say, to the honorable, upright merchants belong your patronage. And, you have given it—to WATT'S.

Recent events have proven that not all of Norfolk's public is gullible. That the greater number of you read and reflect-compare and examine—and, buy where you have confidence—HERE!

Last Monday the store, as many of you know, did a veritable Christmas-time business—thanks.

It recorded the greatest March selling in our history, and

to-morrow will witness another great sale of new Wash Goods, Cottons and Linens.

We begin the day with upwards of

2,000 yards of new White Goods

-a collection of pretty white weaves embracing checks, plaids, stripes, lace effects, cords, dimities and plisse

Not a lot of promiscuous factory and mill residues but fresh, clean, snowy-white fabrics that it will please you to see.

The service rendered by every yard sold must be an argument for your further confidence in this

You can pick from these 17, 20 and 25c. White Goods at the uniform low price of 10c. a yard.

Wash Goods.

36-inch Percales—stripes and chicks—good patterns and colorings. Regularly Re., at 5c. a yard.

New Outling Cloths—pretty light effects—3 to Re-yard lengths. Regularly Re., at 64c. a yard

Tartan Plad Dress Glaghams—bright attractive patterns. Regularly be, at 3½c. a yard.

New Dimities—navy blue and white grounds—white and colored dots, stripes and all-over effects. Regularly Re., at 7c. a yard.

36-inch Silver Star Madras—pretty stripes and checks. Regularly R

Ficecy Swansdown-plaids, stripes and fancies. Regularly 124c, at 64c, a yard,

New Lappet Mills-full pieces-hand-some stripes in all the newest color-turs. Regularly Re, at 19c a yard. Figured Black Crepon-neat floral and set-figure designs. Regularly 12½c, at 6½c, a yard.

Cottons, etc.

36-inch extra heavy Unbleached Cotton—smooth, even weave—2 to 14-yard lengths. Regularly 7c., at 5c. a yard.
36-inch Bleached Cotton—fine and even-ly woven—3 to 18-yard lengths. Regularly 10c., at 7c. a yard.
42-inch Unbleached Sheeting—good quality. Regularly 10c., at 7c. a yard.

White Goods.

A perfect line of new P. K., including all the various widths, cords and weits-10, 121, 7, 20, 25, 375, and 50c, 35-inch English, 17, 20, 25, 375, and 50c, 35-inch English, Long Cloth—an unusually the quality-\$1,29 for a holt of 12 yards, a bolt of 12 yards,

Fine quality white Corded and Lace Stripe Dimities—3 to 15 yards in each piece. Regularly from 12½ to 17c., at 10c. a yard.
26-inch Sheer White India Linen—good quality—ic, a yard.
Remnants of cheek, stripe, plaid and plain white goods and P. K.'s at very little prices.

Table Linens and Towels.

Grass bleached Table Damask-all pure linea-live very attractive patterns-lengths 2, 2½, 2½ and 3 yards, 25c, a yard.

Turkey Red Damask-live good patterns-full pleces-we sell it regularly at 19c. Now it's 15c, a yard.

larly at lie. Now it's ic. a yard.

All-linen Fringed Doylies—ISx18 inchbeauties—white, blue and red borders—extra quality, 5c, each,

Heavy Honey-Comb Cotton Towelling

5 yards for ite.

Cotton Huck Towels—i8x36 inches—
woven red borders, Regularly 8c.,
at 5c, each.

Extra grade linen Huck Towels-19x37 liches-very absorbent-white, red and blue borders, 12½c, each, Would be cheap at 17c.

Another great Umbrella Shipment.

One thousand more of the best taffeta gloria umbrellas that it has been our good fortune to show.

> at \$1 each -instead of \$1.75.

We say instead of \$1.75 because CONTENTS:—
Styles for Ladies—(illustrations and descriptions.)
House Furnishing and Decoration—
(illustrated)
The Dressmaker—(illustrated)—A, L.

Cornan.

Cornan. natural wood handles, with silk cord

We also show

colored twilled silk

umbrellas at \$2 that would readily fetch seventy-five

They are really beautiful-would add tone to any woman's wardrobe. Red, green, purple and navy, with silk cases and cord and tassel to

match. Rich Dresden, natural and sterling mounted princess handles.

121/2c. Torchon Lace-5c. Imitation Torchon Lace-insertion

to match. 1 to 416 inches wide. Regularly--7, 8, 10 and 123/2c. To-morrow-5c.

Colored Laces-various widths-

Cambric edges and insertions to match.

Regularly-8 and 10c. To-morrow---5c.

French Flannels.

Dame Fashion says "French Flannels for waists." These are 58c. a yard. Twenty-eight inches wide-strictly

all-wool. in these colors :--light blue. Dewey blue,

marine blue, old rose, cardinal, white,

shell pink, firemen's red, heliotropi, cream.

The new washable Silks are ready -Milanese cords in great array.

It's a beautiful display, this new line of imported washable silks, at 50c. a yard. It shows what good silks the little Japs can make.

These are really good—the sort that'll stand laundering time over and again, and keep their freshness.

Handsome Milanese cords in all sorts of color comminglings—the very things for shirt waists and girls' dresses. Three very pretty all-white ones-corded-make the line all the more

We have a cheaper line, too-eight splendid styles, at 29c. a yard-not as good as the 50c. ones, of course, but, unusually good at the price.
We tell of

some other Silk and Dress Goods items below:-

27-inch very handsome corded Black Brecade Taffetas—for entire suits, waists or skirts. Positively worth \$1.50, at \$1 a yard.

Persian Stripe Taffetas—handsome colorings—solid color grounds with 1½ inch Persian stripes running lengthwise—will make beautiful waists. \$1 a, yard.

"Lansdoune"—that exquisite silk warp fabric made by Wm. F. Read—pink, light blue, cream, brown, navy, gray, red and helio, 42 inches wide, \$1.25 a yard,

Eight pieces of new Spring Goods—double fold—over-shot fancy stripes, 123gc, goods, at 64gc, a yard. Nine pieces of Fancy Tartan Plaids—double fold. 125gc, goods, at 7c. a

yard,
wen pieces of new Spring Novelty
Checks—35 inches wide—newest color combinations. 37½c, goods, at
25c. a yard,
inch Novelty Goods—deep garnet
ground with black matlasse figure.

Dress Goods at reduced prices as follows:-

75c, goods, at 3714c, a yard. 44-inch Golden Brown Diagonal—a very destrable all-wool fabric, 75c, goods, at 50c, a yard. 51-inch extra heavy Brocaded Bl Pinetta Diagonal, \$1.25 goods, 75c. a yard.

Men's Goods—a price correction.

Handkerchiefs priced 10c. should have been 121/2c. Last Sunday we advertised all-pure-linen hemstitched handkerchiefs-the nineteen cent grade, at 10c. It should have been 12½c.

However, we were as good as our word--we sold them throughout Mon-We will put them on sale again to-morrow, but at 121/2c.

We consider this an exceptional bargain.

Colored border hemstitched Handkerchiefs—our 12½ and 15c, goods, at
16c., 3 for 25c.
Soft Jaconet Handkerchiefs—colored
borders—5c.
Fikweli, "Emery" and "Monarch"
Fancy Percale Shris—cuifs to
match, Regular 11 and 11.50 Shrits,
at 50c. None of \$2c 15.
Fast color Brown and Tan Sox. Regular 12½c. sox, at 3 pair for 25c.

"Sterling" brand Suspendors—fancy webs. Regularly 50c., at 25c.
Puffs, Four-in-hands and Bat-wing Club Ties, Regularly 50c., at 25c.
Band Bows, Tecks, Puffs and Club Ties—heavy sliks, Regularly 25c., at 124c.
"Arrow" Brand high turn down collars. Sizes 14, 144, 15, 154, and 16, Regularly 15c., at 64c. each. 75c, a dozen. A. G. Spalding & Bros.' Sporting Goods.

> back tops. Spalding's price, 25c. Our price, 121cc. Golf Shirts—genuine Scotch plaids. Spalding's price, \$1.50. Our price, Indian Clubs-Spalding's price, 50c. Our price, 25c. a pair.
> Bicycle Garters—Spalding's price, 25c.
> Our price, 12½c.
> 2½-foot Hickory Trapeze Bar. Spalding's price, 31.25. Our price, 75c.
> 4-foot Hickory Trapeze Bar. Spalding's price, \$2. Our price, \$1.

Spalding's Base Balls and Bats at exactly half Spalding's prices. Base Ball Masks—Spalding's prices were 25c., 56c. and \$1.50. Our prices are 17c., 25c. and \$1. Elastic Supporters. Spalding's price, 56c. Our price, 25c. Spalding's price, 25c. Our price, 12½c. White Tennis Shoes—rubber soles. Spalding's price, 75c. Our price, 25c. Spalding's price, 56c. Black Bicycle Stockings-fancy turn-

The Demorest

IN HIS STEPS.

What Would Jesus Do?" ATT, RETENDED & CLAY.

Sewing Machine. High Arm \$19; Drop Head \$20